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SCHOOL of DESIGN

Incorporated 1881 Not for Profit

391 COUNTY STREET, NEW BEDFORD, MASS.



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SWAIN SCHOOL of DESIGN

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**391 COUNTY STREET
NEW BEDFORD
MASS.**

APPROVED BY BOARD OF COLLEGIATE AUTHORITY

Veterans accepted under the G. I. Bill of Rights

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PREFACE

The Swain School of Design founded in 1881 operates under a limited endowment fund established under the will of its founder, William W. Swain. Registration fees are assessed each student, as set forth elsewhere in this catalog, as a guarantee of faithful attendance and earnest endeavor. The school is a Charter Member of the American Federation of Arts, and holds the distinction of being the oldest private school in the State devoted entirely to the teaching of Art.

The curriculum of the school includes, in addition to the four year diploma courses in Commercial Art and Fashion and Costume Design, Evening and Saturday morning classes. During a part of each winter a series of Extension Courses is offered in Art Subjects requiring a minimum attendance.

The courses of study included in the curriculum offer opportunity for systematic training in art and its application to commerce and trade.

ENTRANCE REQUIREMENTS

Prior training in the arts is not required, but earnestness of purpose and high moral character are insisted upon. The Trustees reserve the right to refuse the application of any student who does not meet these or any other qualifications which the Trustees may demand.

REQUIREMENTS FOR DIPLOMA

Candidates for the diploma are required to complete a four year course of study totaling 60 Credit Hours.

Applicants must have passed their sixteenth birthday. Although a high school diploma is not necessary, preference will be given to high school graduates.

With the exception of students transferring from other schools and entitled to advanced rating, no professional subject will be included during the first year.

All members of the freshman class are required to study cast and still life drawing at least one period each week.

Students are required to devote not less than ten hours per week for three years to their major subject or field of concentration.

Students whose absences equal twenty per cent of the total class sessions in any one subject, will receive no credit for the course and must repeat the course should it be one required for graduation.

An average grade of C is required for graduation.

COMMERCIAL ART

Commercial Art is recognized today as a valuable adjunct to business. Illustrations and designs which vividly impress the buying public, advertising booklets, catalogues and the various forms of printed matter sent through the mails are being used more and more in advertising and sales promotion.

The four year course of instruction is designed to prepare students to compete successfully in this field. The first year program includes instruction in the Principles of Drawing and Painting, the Theory And Use Of Color, Elementary Perspective, Decorative Design, Pen and Ink Drawing, Pencil Rendering, Composition, Charcoal, Water Color, Modeling, Anatomy and Free Hand Drawing. The following three years are devoted to Drawing from Life, Silk Screen Printing, Air Brush, Pastel and Water Color Painting, Advertising Layout, Lettering, Poster Design, Packaging, Advertising Art, Window Display and Pictorial Units for Out-of-door Publicity:

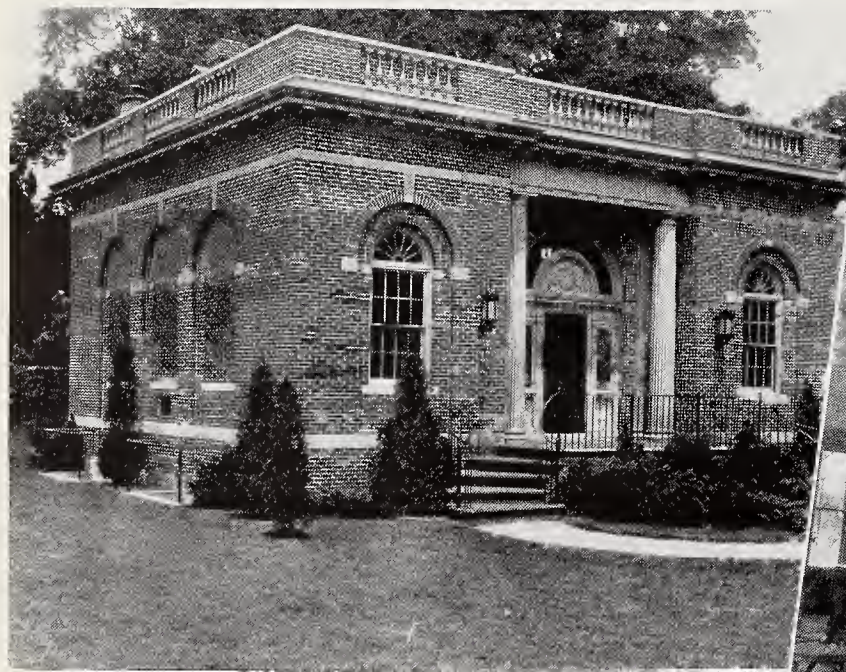
FASHION ILLUSTRATION and COSTUME DESIGN

Four years of study are required for the diploma of the school.

Students are adequately prepared to meet the exacting demands of the publishers of fashion and pattern periodicals, clothing manufacturers, fashion art service bureaus, and agencies.

Practical working problems are part of the class routine and students are afforded the opportunities during their course of study to sketch in the dress departments of local department stores and dress shops.

The first year of study includes Theory and Use of Color, Anatomy, Lettering, Perspective, Pen and Ink Drawing, Composition, Pencil Rendering, Wash Drawing, Modeling, Freehand Drawing, and Water Color Painting.



The Crapo Gallery

Interior of the Studio Used by
Students Majoring in Drawing
and Painting.



Administration
School of Design



View of One of the Commercial
and Advertising Art Studios in
the Main Building.



Interior of the Crapo Gallery.
Student Exhibition of Decorative
Design.

ding, Swain
ablished 1881.

The succeeding three years of study include Drawing from Life, Sketching of the Draped Figure, History of Costume, Original Modern Dress Designs from Period Costume, Fabric Analysis, Newspaper and Magazine Illustration, Decorative Design, Layout, Water Color Painting and a study of the Methods and Processes of Reproduction for Publication.

SHOW CARD WRITING and SIGN PAINTING

The purpose of this course is to teach the fundamentals and principles of Show Card Writing and Sign Painting in the shortest possible time, consistent with a thorough training in the trade.

Personal instruction is given each member of the class by a competent instructor who for many years was actively engaged in the work. The theory of color, composition, design, layout and lettering is included in the curriculum.

EVENING CLASSES

The Evening Classes form an important department of the School. Those who are employed during the day, or for other reasons are unable to attend the Day School, are offered substantially the same opportunities as students enrolled in other departments of the school.

The Evening Classes include instruction in the essentials of drawing and painting. Students have the privilege of selecting their own subject matter and field of concentration. The instructors willingly co-operate to arrange a program of study to meet special requirements. The minimum age limit for students entering the evening classes is sixteen years. Certificates of accomplishment are awarded students completing four years of systematic study.

PHOTOGRAPHY

This course provides a working knowledge of the various popular types of cameras; a demonstration of lenses, illustrating their advantages and limitations; the use of different emulsions and their relative speed; the selection and use of developers; demonstrations in the art of printing the negative and in the selection of the proper paper. The study of enlarging completes the training.

Classes meet one evening each week for a period of twenty weeks, and are in session from 7:00 to 9:00 on Monday evenings beginning the second Monday of October.

SATURDAY MORNING CLASSES

Several classes are maintained Saturday morning for children and adults.

The first class accommodates children between the ages of seven and nine. In this class, children develop a love for creative expression in line and form through Drawing and Painting. The objects completed in this division are practical and form a basis for successfully pursuing the work in the other classes.

A second class for children between the ages of ten and twelve provides instruction in the fundamentals of Drawing and Painting, and furnishes the necessary training to enter the more advanced courses.

Students of Junior High and High School age may register in a third class providing instruction in the principles of Creative Art, applicable to advertising and fashion illustration.

Adult classes are maintained for drawing and painting. The minimum age limit in this class is sixteen.

EXTENSION COURSES

Extension courses are given during each school year, in addition to the regular courses appearing in the catalog.

Extension courses are primarily for students who are employed, or otherwise engaged during the regular school hours, and are unable to devote more than one evening each week to specialized study.

During the past several years, courses have been offered in Advertising; Window Display; Arts and Crafts; Show Card Writing; Photography; Pencil Sketching; Modeling; Theory and Use of Color; Fashion Drawing and Portrait.

Announcement is made each September, concerning the courses offered for the current year, and persons interested in any of the subjects may secure special information by writing to the Registrar or calling at the school.

All Extension Courses usually meet one evening each week, for a period of twenty weeks, and begin during the second week of October.

SPECIAL STUDENTS

A limited number of students will be admitted to special courses in any of the subjects offered in this catalog. Admission of such students will be at the discretion of the Director.

SCHOOL CALENDAR

Registration:

Students register for all classes during the week beginning with the second Monday in September.

FIRST SEMESTER

First Semester begins the third Monday in September and ends the Saturday before Christmas.

Columbus Day: Classes suspended.

Thanksgiving recess: Last classes, before recess, close at twelve noon on Wednesday before Thanksgiving and resume on the following Monday.

Christmas recess: One week. Classes close on the Saturday before Christmas at 11:30.

New Year's Day: Classes suspended.

SECOND SEMESTER

Second Semester begins the second Monday following the close of the First Semester.

Washington's Birthday: Classes suspended.

Spring recess: One week beginning the second Monday in March. Classes resumed the third Monday in March.

Good Friday and Patriot's Day: Classes suspended.

Final classes the fourth Friday in May.

EVENING CLASSES

Evening classes begin the third Thursday in September and end the fourth Thursday in March.

SATURDAY CLASSES

Saturday classes begin the second Saturday in October and end the fourth Saturday in April.

TUITION

ALL FEES ARE PAYABLE IN ADVANCE

Day and Saturday fees may be paid in one or three installments. When paid in three installments, PAYMENTS ARE DUE on the day of entrance and the first Monday of January and March. Evening fees are payable in two payments — at entrance and the first of January.

	Per Term	Per Year
Full time Day classes will be in session 9:00 A.M. to 2:30 P.M.	\$30.00	\$90.00
Luncheon period 11:30 A.M. to 12:00 A.M.		
Part Time Day classes	15.00	45.00
Students may enroll for the first period, 9:00 A.M. to 11:15 A.M. or for the second period, 12:00 A.M. to 2:30 P.M.		
Evening Classes, (Monday and Thursday) 7:00 to 9:00 P.M.	15.00	30.00
All Saturday Morning Classes, 9:30 to 11:30 A.M.	5.00	15.00
All Extension Courses (special informative circular available) 7:00 to 9:00 P.M.	8.00	16.00

ADMITTANCE TO CLASSES WILL BE REFUSED UNLESS REGISTRATION FEE IS PAID.

Drawing Board Rental (50 cents refunded)	1.50
Locker Rental per year Day or Evening (25 cents refunded for key)	2.00
Locker Rental (Saturday Classes)	1.00

